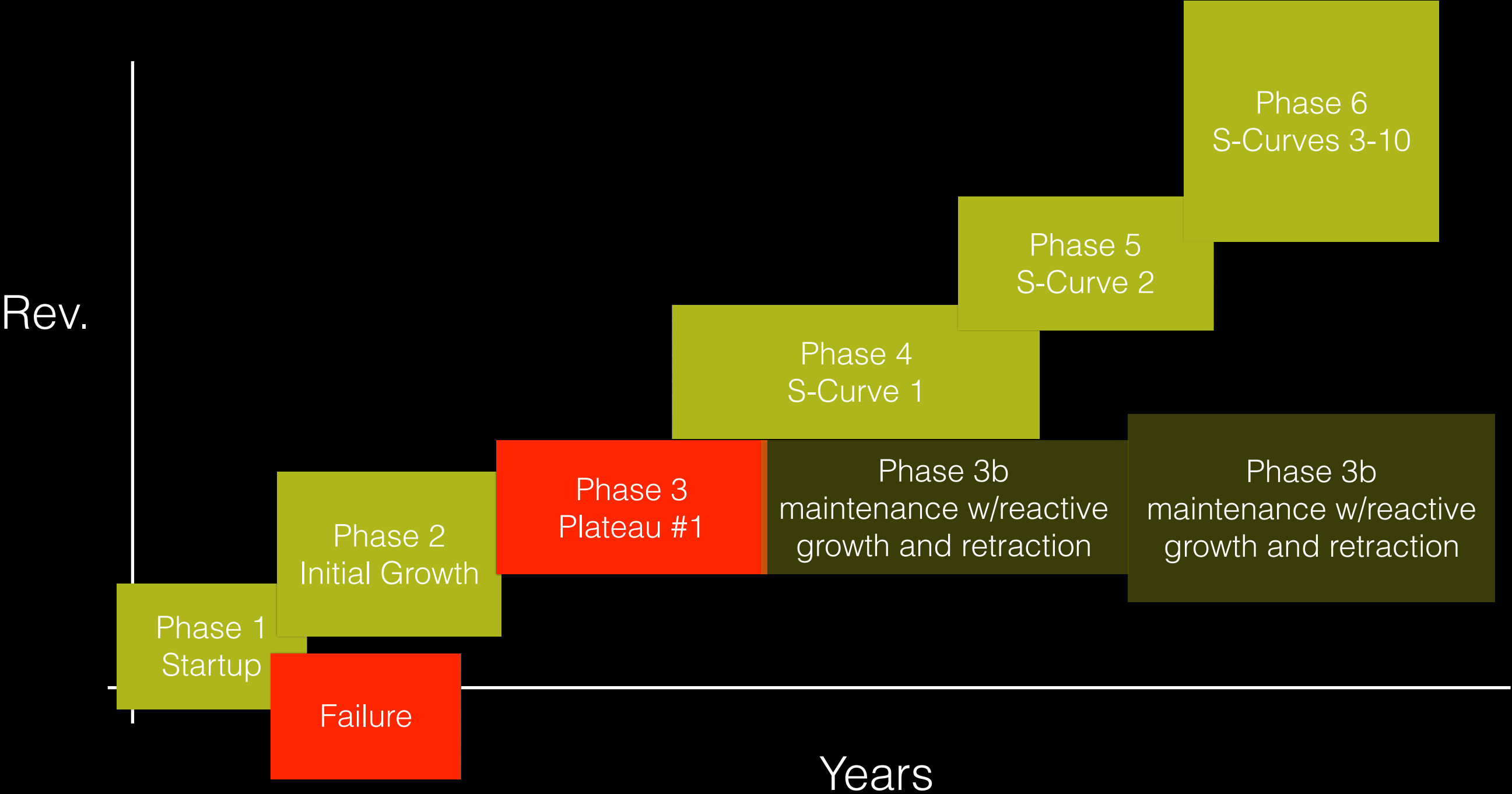




**Joe**  
**Abraham**

**“I need me some  
Growth”**

# Stages of a private company



**The #1 Culprit**











**Are all  
entrepreneurs  
the same?**





CY13B

PRESET  
A·B·C

BAND

CD



COMPACT  
disc  
DIGITAL AUDIO

PWR

FF

⏮  
SEEK

TRACK  
⏭

1

2

3

HOLD Ⓞ  
MENU

VOL

REV

4

5

6

AUDIO

**Expert**

**Personal income/reputation**

**Single-industry**

**Networking/Referrals**

**Analytical**

**Lead Generation**

**S**



**Right Place =  
Ground Floor**

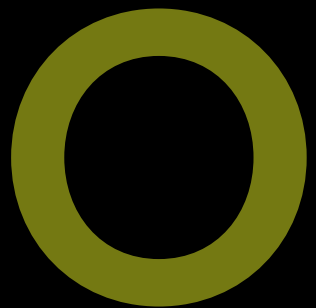
**Financial Freedom**

**Business = Vehicle**

**Multiple streams**

**Optimistic**

**Focus**



**High scale/multi  
location**

**Infrastructure**

**“Pied Piper”**

**5 Million +**

**Controlling**

**Relationships**

**B**



**Mad Scientist**

**Impact / Mission**

**Creative**

**Limitless IP**

**The Lab**

**Operating**

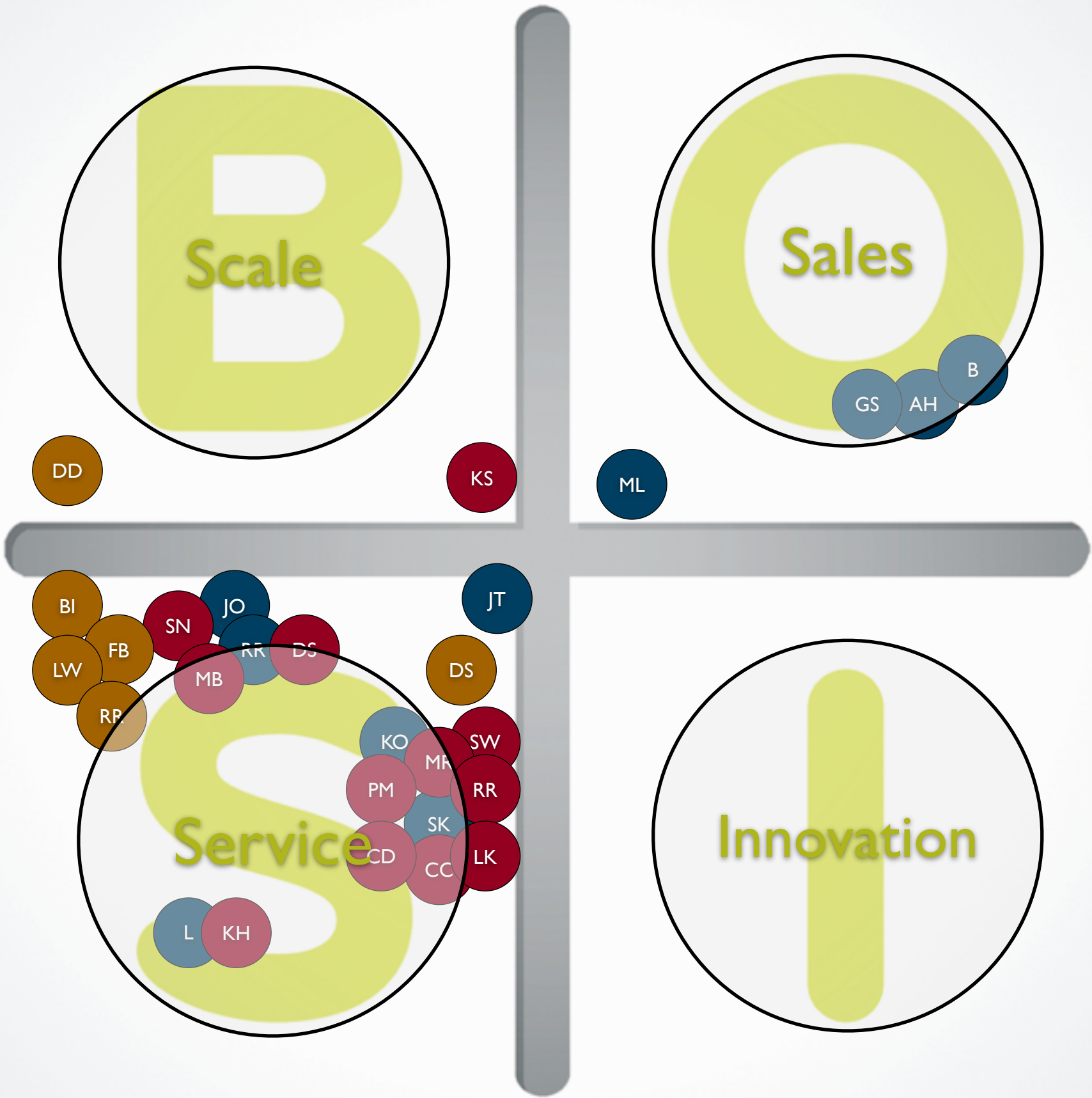


# The Symptoms

	Founder	Company
Builder	Dr. Jeckyl & Mr. Hyde	Culture
Opportunist	Shiny objects	Financial problems
Specialist	Proudly “safe”	Growth Plateau
Innovator	Give it away	Marginal distribution



Specialist  
Company  
Case Study





# Frustration & Re-Engineering



Chicago Tribune

## Cloud computing from Northbrook

February 04, 2014 | By

✉️ 🖨️ [Recommend](#) 🗨️

Northbrook-based venture Capital has provided \$2 million to Lincolnwood's ADAR [cloud computing](#) company.

MK Capital invests in early stage companies in software and technology industries. Its other portfolio companies include CellTrak of Schaumburg and Eved, both of Chicago.

As part of the deal, BOS serves as an operating partner.





**Webinars next  
week**

**Your Team**

**Continue the Conversation**

**Your Strategy**

**Now**

*keep it entrepreneurial!*

**The**